

October 1, 1968

4—TOBACCO—

**Cigarette
industry
vs. FTC**

**Restrictive
action
sought**

**Millions
at stake in
advertising**

A NEW PROBLEM has hit cigarette manufacturers. The Federal Trade Commission wants to CHANGE THE WARNING on cigarette packs from "Caution: Cigarette Smoking May Be Hazardous to Your Health" to read "Cigarette smoking is dangerous to health and may cause death from cancer and other diseases." But under a law passed by Congress three years ago, the FTC is BARRED FROM TOUGHENING the wording of the warning until June 30, 1969. But the FTC doesn't care to wait until then. It is asking the Federal Communications Commission to take RESTRICTIVE ACTION. FTC says the FCC is empowered to ban broadcast cigarette advertising under existing laws dealing with the use of airwaves. This indicates a BIG MONEY BATTLE should the FCC go the way of the FTC. It will not only INVOLVE THE GIANTS of the radio and TV industries, but also those in the advertising and publications fields. And municipal, state and federal taxmen. CIGARETTE MANUFACTURERS spend an estimated \$250 million yearly on TV and radio advertising. And are giant spenders on advertising in newspapers and magazines of all kinds. And taxmen of municipal, state and federal governments enjoy multi-billions of dollars in revenues from the consumer smoking habit . . . It is surprising how many financial and business leaders don't smoke. But they don't like the idea of an industry being thrown into a sales slump or possibly being put out of business. They mean to put up stiff opposition to the FTCers . . .

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